

Enhancing Citizens Capacity to Transform Communities

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Enhancing Citizens Capacity to Transform Communities

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Manag		25%		
604	Marketing and Distribution Practices		25%		
801	Individual and Family Resource Management		25%		
806	Youth Development		25%		
	Total		100%		

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	1.6	0.0	0.0
Actual	0.0	2.4	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	359428	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	378842	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	81257	0	0

V(D). Planned Program (Activity)**1. Brief description of the Activity**

•The Tuskegee Macon County Community Development Corporation (TuskMac CDC) provided training, one-on-one technical assistance, incubator office space and micro-loan funds to start up entrepreneurs; also facilitated development of strategic plans for the Old Montgomery Road Corridor in Tuskegee, Macon County

•Workshops and plenary sessions were held at the 12th Booker T. Washington Economic Summit

•A strategic development plan was facilitated for implementation for the Cherokee Tribe of North East Alabama

•Worked one-on-one with start up entrepreneurs for business development in Dallas and Perry Counties

•A series of 12 workshops for Fatherhood Facilitators conducted in Dallas County

•Facilitated strategic planning and implementation of resources for family assistance, shelter, employment and development of local non-profit organizations in Dallas and Perry Counties

•An 8-week custom designed learning in business development was implemented in Barbour County

•Two 10-week of business development training classes were conducted in Greene and Sumter Counties

•The Wil-Low Dollars for Scholars volunteer group conducted community resource development in Lowndes and Wilcox Counties

•Workshops and concurrent sessions were held at the 65th Professional Agricultural Workers Conference

2. Brief description of the target audience

Targeted audience includes start-up entrepreneurs, community-based organization members, youth interested in entrepreneurship and at weekend programs, members of Boys and Girls Clubs, families at risk and with limited resources, students needing improvement of learning in school settings, potential homeowners, homeless individuals and other families at risk, and community development organizations and leaders.

V(E). Planned Program (Outputs)**1. Standard output measures**

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	120	300	20	30
2007	214	600	45	150

2. Number of Patent Applications Submitted (Standard Research Output)**Patent Applications Submitted**

Year Target

Plan: 0

2007: 0

Patents listed**3. Publications (Standard General Output Measure)****Number of Peer Reviewed Publications**

	Extension	Research	Total
Plan			
2007	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- ? Participants will be trained in leadership skills development, business planning and management, and how to access loans and other resources.

Year	Target	Actual
2007	60	60

V(G). State Defined Outcomes

O No.	Outcome Name
1	Thirty will acquire business and leadership development skills. Twenty business plans will be developed and 20 will have business loans approved.
2	Showcase of successful young entrepreneurs, presentation and discussion of elements of self-sufficiency and economic independence, opportunities to network with the National Business League and other Trade Associations
3	Tribe-based enterprise development, creation of at least six jobs, start of revenues inflow

Outcome #1

1. Outcome

Thirty will acquire business and leadership development skills. Twenty business plans will be developed and 20 will have business loans approved.

2. Associated Institution Types

•1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2007	70	70

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Many individuals interested in business development in our service area have faced challenges associated with a persistent poverty environment that traditionally has hampered successful enterprises in the Alabama Black Belt Counties. Traditional Extension programs have not been successful in providing proper framework for providing skills needed by young entrepreneurs in order to develop successful loan applications. There has been a need to continue educational workshops centered around business plan development, and augmented by one-on-one technical assistance follow up, non-traditional sources of microloans, and environments for incubation by start-up businesses that can not afford high costs of starting or doing a business in small, rural communities.

What has been done

- Used tailored business development curriculums in Macon, Dallas, Perry, Greene, and Sumter Counties
- Worked with smaller groups and one-on-one for business plan development, loan application to the SBA Community Express Loan Program and TuskMac Revolving Loan Program
- Have assisted struggling businesses and organizations in their organizational restructuring, other resource development, and market identification and access

Results

- Out of the more than 60 participants in business development workshops in Macon, Dallas and Sumter Counties, more than 20 developed business plans that led to securing loans for 14 from the Tuskegee-Macon County Community Development Corporation, the Greene-Sumter Enterprise Community and the SBA Community Express Loan Program, for a total of more than \$650,000.
- Successful loan applicants (businesses) developed and/or saved more than 45 jobs.
- More than six businesses have secured mini-grants, restructured their organizations and identified markets for sauce, artcraft, and new manufacturing products with contracts in hand.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management
604	Marketing and Distribution Practices
806	Youth Development
601	Economics of Agricultural Production and Farm Management

Outcome #2

1. Outcome

Showcase of successful young entrepreneurs, presentation and discussion of elements of self-sufficiency and economic independence, opportunities to network with the National Business League and other Trade Associations

2. Associated Institution Types

•1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2007	{No Data Entered}	90

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Booker T. Washington Economic Development Summit has been held every year for the last 12 years with participation primarily from adult community leaders and individuals interested in business development, micro loan acquisition, and plenary sessions intended to help change the general mind set of many in our service area from expecting service to becoming entrepreneurial. The evaluation in 2006 indicated indeed the need for involving youth and other collegiate age people with possibly easier impact on them.

What has been done

The 12th Booker T. Washington Economic Development Summit worked with six Alabama High Schools. Workshop and plenary presentations focused on successful young entrepreneurs and other demonstration/exhibit activities showcasing the alternatives to expecting things done for them versus being entrepreneurial in business and life.

Results

A group of three (3) collegiate entrepreneurs have taken upon themselves to kick-start the local National Student Business League Chapter and have been going once a month to young people businesses to assist with improving the business environment, taking on advertising, and continuing to teach entrepreneurship as needed mind set for African American children. The volume of business at the Hair Cut and Mobile Dry Cleaning businesses has increased two-fold and 1.5 times, respectively.

4. Associated Knowledge Areas

KA Code	Knowledge Area
604	Marketing and Distribution Practices
806	Youth Development

Outcome #3

1. Outcome

Tribe-based enterprise development, creation of at least six jobs, start of revenues inflow

2. Associated Institution Types

•1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2007	{No Data Entered}	1

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The Cherokee Tribe of North East Alabama has been a nomadic group with a strong need to develop an enterprise-based home base. A viable business to support tribal programs, culture teaching, and jobs will go a long way to helping with sustainability of the tribe. Work with the Alabama Indian Affairs Commission introduced CTNEAL to Tuskegee University in 2002 and led to the development of strategic plan and staffing by one resource staff person to help with continued resource development and implementation of the strategic plan for a locally owned enterprise and a stable tribal community.

What has been done

- Secured grant from Tuskegee University Mini Grant Program to strengthen tribal organization and implement the RV Park plans
- Raised funds from tribal members
- Identified and purchased land in Marshall County for the tribe

Results

- Facilitated building and development of Cedar Winds RV Park and Campground to include 20 camp sites with 50 Amp RV hook-ups and 200 primitive camp sites
- Had Grand Opening of Cedar Winds RV Park and Campgrounds in late 2006
- Use of Cedar Winds RV Park increased from less than 100 in 2006 to more than 1,100 campers in 2007, including RV Clubs, Cub Scouts, youth retreats, family retreats, etc.
- Provided 10 new jobs to tribal members and the public at large
- Gross receipts went from less than \$6,000 in 2006 to about \$120,000 for the tribe in 2007
- Some of the net receipts were used to fund tribal education and cultural programs, 5 scholarships of \$1,000 each, etc.

4. Associated Knowledge Areas

KA Code	Knowledge Area
801	Individual and Family Resource Management
806	Youth Development
604	Marketing and Distribution Practices

V(H). Planned Program (External Factors)

External factors which affected outcomes

- ? Natural Disasters (drought, weather extremes, etc.)
- ? Economy
- ? Appropriations changes
- ? Public Policy changes
- ? Government Regulations
- ? Competing Public priorities
- ? Competing Programmatic Challenges
- ? Populations changes (immigration, new cultural groupings, etc.)
- ? Other (Persistent poverty context)

Brief Explanation

Severe droughts in Alabama, the general economy, history of community development organizations not having access to public policy and influence of government regulations, as well as persistent poverty in the Alabama Black Belt continue to impact the capacity of families to participate fully in educational programs when it is believed that the ultimate goal of securing business financing will not be met.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- ? After Only (post program)

Evaluation Results

- Most evaluation results of the workshops, conferences, and one-on-one technical assistance appreciate the program focus, as well as the continued presence of educators who can relate because of being locals.
- Access to business financing and markets has to continue as parts of our programs.
- Focus on the youth is a must in order to develop the new generation of entrepreneurs and business leaders

Key Items of Evaluation

- Most post program evaluations continue to confirm the need for well tailored educational programs that are coupled with capacity building for individuals, youth, families, and in particular community-based organizations to plan and strategically implement plans and business development.
- Working with small groups and one-on-one individuals is still a must in our educational programs in the rural and poor communities